

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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)	Confirmation No.: 4363
)	
Applicants: MARGILOFF et al.)	Group Art Unit: 3625
)	
Application No.: 10/767,123)	Examiner: Mila Airpetian
)	
Filing Date: 1/29/2004)	AMENDMENT and RESPONSE to
)	October 2, 2008 Non-Final Office Action
For: SYSTEMS AND METHODS FOR)	
PROVIDING CONTEXTUAL)	Attorney Docket No.: E03.002/U
ADVERTISING INFORMATION)	
VIA A COMMUNICATION)	PTO Customer Number 28062
NETWORK)	Buckley, Maschoff & Talwalkar LLC
)	50 Locust Avenue
)	New Canaan, CT 06840
)	

Mail Stop Amendment (via EFS)
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Non-Final Office Action mailed October 2, 2008, please amend the above-identified application as follows:

Amendments to the claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.